

EC'd Yes Last Received: 10/25/2012 1:48 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () AMERICAN MEDIA & ADVOCACY GROUP Rep Firm () PHILADELPHIA
Advertiser () NATIONAL RIFLE ASSN 815 SLATERS LANE Sales Office ()
Product NATIONAL RIFLE ASSN ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 3474 Agency C/P1/P2/E 137/490/3474
Buyer AMAG MediaAssistant Flight Dates 10/29/2012 - 11/05/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	15	SU	1145P-1230A	WAVY NWS PST NFL	:30	\$2,500.00	11/04-11/04	1	1	1	\$2,500.00	

Rating: 6.3

---REPORT TOTALS---

Report Totals: 29 / \$25,700.00

---SALES MONTHLY TOTALS---

Nov 12: 29 / \$25,700.00
Sales Totals: 29 / \$25,700.00
Station Totals: 29 / \$25,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,389	CATV 0%	WAVY 36%	WGNT 3%	WPXV 0%	WTKR 24%
		WTVZ 0%	WVBT 32%	WVEC 5%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE